

Message Text

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FM USINT DAMASCUS

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AMEMBASSY BEIRUT

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E.O. 11652 N/A

TAGS: OECX,BEXP,SCUL,SY

SUBJECT: DAMASCUS INTERNATIONAL FAIR-CULTURAL PRESENTATION

REF: A) DAMASCUS 1013 B) STATE 116004

1. WE APPRECIATE PROMPT RESPONSE TO REFTEL A AND
ALSO SUPPORT YOU ARE ABLE TO GIVE.

2. IN GENERAL HERE ARE THOUGHTS IN OUR MIND REGARDING CULTURAL
PRESENTATION FOR FAIR. WE BELIEVE ANY SHOW WE PROVIDE SHOULD HAVE
ELEMENTS OF COLOR,RHYTHM AND BAZZAZ. AUDIENCE WILL BE FROM
GENERAL PUBLIC AND INCLUDE ALL LEVELS OF SOCIETY FROM WELL-
EDUCATED TO VILLAGE PEASANT AND FROM ALL OVER ARAB WORLD.
HENCE SHOW SHOULD APPEAL TO ALL LEVELS OF EDUCATION AS WELL
AS ACROSS CULTURAL BOUNDS. SYRIAN OFFICIALS RECALL HOLIDAY ON ICE
AND CINERAMA AS TYPES OF PROGRAMS THAT WENT OVER VERY WELL IN
PAST. ANYTHING LIKE THEM WOULD BE EXACTLY WHAT WE HAVE IN MIND.

3. FOR EXAMPLE THE IDEAL TYPE SHOW WOULD BE RODEO OR
CIRCUS. BOTH ARE COLORFUL FUN FOR WHOLE FAMILY AND EXCITING
FOR PEOPLE FOR ALL BACKGROUNDS. RODEA IS PARTICULARLY ALL-AMERICAN
WESTERN. ALSO HOUSES ARE FAVORITES IN ARAB WORLD. ABVIOUS
DRAWBACKS ARE THOSE OF TRANSPORTATION BUT WE REPEAT THAT THIS
TYPE OF PROGRAM WOULD HAVE BROADEST APPEAL AND
CONSEQUENTLY BIGGEST IMPACT.

4. WE HAVE PUT OUR HEADS TOGETHER HERE TO SEE WHAT OTHER GROUPS
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WE COULD COME UP WITH WHOLE PERFORMANCE WOULD INCLUDE CHAR-

ACTERISTICS WE ARE LOOKING FOR. ONE IDEA MIGHT BE SOMETHING LIKE PHILADELPHIA "MUMMERS" STRING BAND. THEY HAVE NICE BEAT AND RHYTHM. DRAWBACKS MIGHT BE ITS NUMERICAL SIZE WE ARE REFERRING TO INCREASED COSTS OF SENDING LARGE GROUP. SIZE OF GROUP IS NO PROBLEME EITHER FOR HOUSING OR FOR PERFORMANCE.)

5. ANOTHER IDEA IS COLLEGE MARCHING BAND WHICH WOULD HAVE THAT MARTIAL QUALITY OF MUSIC, POMP AND RHYTHM. BAND COULD VARY PROGRAM TO INCLUDE SHOW SIMILAR TO HALFTIME PERFORMANCE OR A STRAIGHT CONCERT. WITH THEIR SUPPORTING GROUPS SUCH AS MAJORETTES OR SINGERS PROGRAM WOULD BE INTERESTING TO MANY. AGAIN WE REALIZE SHERE NUMBERS MAY MAKE SUGGESTION OUT OF THE QUESTION.

6. IN SIMILAR VIEN WE THOUGHT OF MICHIGAN UNIVERSITY BRASS ENSEMBLE. THEY WERE HERE ONCE BEFORE AND REPORTEDLY HAD GOOD IMPACT. WE CAN USE COLLEGE GROUP FOR MORE THAN JUST FAIR PERFORMANCE. FOR EXAMPLE, MICHIGAN ENSEMBLE DID SOME IMPROMPTU PROGRAMS AT DAMASCUS UNIVESITY,(MEETING AND VISITING LARGE GROUPS OF STUDENTS) AND ON SYRIAN RADIO AND TV.

7. BY NOW WEHAVE ANSWERED MOST OF QUESTIONED POSED IN REFTEL B, BUT LET US ANSWER SOME OF THEM MORE DIRECTLY AGREE THAT APPEAL IS THIS ETTING IS JUST TOO LIMITED. ALSO AGREE THAT ALREAD ENOUGH FOLKLORE GROUPS FOR ONE SEASON AND AS WITH CLASSICAL MUSIC BELIEVE MODERN DANCE WOULD HAVE ONLY LIMITED APPEAL. THERE NO SPECIAL PREFERENFE HERE FOR PROFESSIONAL STARS. AS OBVIOUS FROM ABOVE QUALITY UNIVERSITY GROUP HAS SOME ADVANTAGES IN FLEXIBLE WAY IT CAN BE USED. REGARDING PARAGRAPH SIX (REFTEL B) AGREE THAT THREE PROGRAMS SCHEDULED FOR BAALBECH FESTIVAL NOT SUITABLE. INDIVIDUAL SINGER WOULD HAVE TO BE EXTRAORDINARY TO CAPTURE AUDIENCE ATTENTION AND HAVE IMPACT WE HOPE OUR PARTICIPATION WILL HAVE. ALSO UNFOR TUNATELY DO NOT THING AT FIRST GLANCE THAT JAZZ GROUP WILL HAVE MASS APPEAL WE NEED

8. AGAIN LET US REPEAT WE APPRECIATE YOUR SUPPORT AND DO NOT MEAN TO SEEM NEGATIVE TO YOUR INITIAL SUGGESTIONS. IN THIS CABLE WE ARE QUITE FRANKLY THINKING THINGS OUT TELEGRAPHICALL TO GIVE YOU BETTER PICTURE OF WHAT WE SEE AS MOST EFFECTIVE.

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9. BY SEPTELS WE WILL GIVE YOU ANSWERS TO YOUR QUESTIONS REGARDING FACILITIES AND PERFORMANCES. SCOTES

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